

Nebraska Agricultural Trade Office staff are working to find opportunities in growing markets such as Colombia. Colombia is the United States' largest agricultural export market in South and Central America.

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The U.S. accounts for 34% of the food and agricultural imports into Colombia. The Colombian food market is dynamic and efficient, which is fantastic for American products. Currently in Colombia, the strengthening dollar is still weak, which is helpful for imported products, such as those from Nebraska. Colombian consumers are becoming more interested in their health, which means they are seeking high-quality healthy food options. This opens many doors for Nebraska food companies.

### COLOMBIAN FOOD AND BEVERAGE INDUSTRY

Even though the U.S. produces many products Colombian buyers want, it is difficult to break into the market since the U.S./Colombia Free Trade Agreement is still on hold. Colombian customers view U.S. products as high quality, but until prices can become more competitive, it will be a struggle to be profitable in Colombia. There are many new regulations on imported products, so be aware of those when preparing to export to Colombia. While it may be a difficult market to break in to, once you have accomplished that, your products should be successful.

**The following products are in high demand in Colombia:**

Value-added food products

Wines

Health and wellness products

Gourmet products

Ethnic foods

Frozen products



## Here are tips for exporting to Colombia:

### **ANALYZE MARKET POTENTIAL:**

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to [www.foodexportalliance.org/eweb](http://www.foodexportalliance.org/eweb) to find out more information on both of these programs.

### **APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:**

Once you have found the market for your product, the next step is to find a way to get the product into that market. Food Export Helpline can aid you in finding those distributors. Also, Colombia hosts the Alimentec (Colombia trade show) every other year. This is a fantastic way to meet potential buyers in the Colombian market. Contact the Nebraska Agricultural Trade Office for details.

### **USE A PERSONALIZED APPROACH:**

Developing a relationship with importers can make the process easier. To be successful in the Colombian market, personal contact is key. Meeting in person will allow you to get to know your customer and develop those essential relationships.

Food Export has Buyers' Missions and Focused Trade Missions which allow you to meet face-to-face with potential buyers.

### **KNOW EXPORT REQUIREMENTS:**

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

### **LABELING REQUIREMENTS:**

You need to be aware of what the local importer requires as far as languages or nutritional information on labels. In Columbia, Spanish marketing material and labels are needed. Because of this, you may need to revise and change your labels or promotional materials. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

### **EXPORT ASSISTANCE:**

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



**For More Information Contact:**  
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